

CLAIM(S):

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1. A system for transmitting, receiving and displaying program guide data on a display screen, the system comprising:
 - a program guide database storing program guide data having a plurality of segments, each segment of the plurality of segments associated with a program, some segments of the plurality of segments having a keyword therein;
 - a transmitter communicatively coupled to the program guide database, the transmitter adapted to receive program guide data from the program guide database and to transmit the program guide data over a broadcast channel;
 - a tuner tuned to the broadcast channel, the tuner adapted to receive the program guide data from the broadcast channel;
 - a memory storing a keyword table having the keyword therein; and
 - a processor coupled to the tuner and the memory, the processor programmed to compare each segment of the program guide data to the keyword table to determine which segments of the plurality of segments have the keyword therein, to link to the keyword to programs associated with the segments having the keyword therein and to display the keyword on the display screen.
2. The system of claim 1, wherein each program has an associated name and wherein the processor is further programmed to display on the display screen a list of names of programs associated with the segments having the keyword therein, when the keyword is selected on the display screen.

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3. The system of claim 2, wherein the processor is further programmed to display on the display screen a program associated with a name from the list of names of programs when the name of that program is selected from the list of names of programs.

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4. The system of claim 2, wherein each program has associated program information and wherein the processor is further programmed to display program information associated with a program when the name of that program is selected from the list of names of programs.

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5. The system of claim 2, wherein the processor is further programmed to display the keyword in a highlighted fashion.

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6. The system of claim 1, wherein the keyword comprises a name of an actor in a program.

7. The system of claim 1, wherein the keyword comprises a category of programs.

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8. The system of claim 1, wherein the keyword comprises a name of a director of a program.

9. The system of claim 1, wherein the keyword table is stored in the memory by information sent of over the broadcast channel.

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10. For use with a transmitter transmitting program guide data over a broadcast channel, the program guide data having a plurality of segments, each segment of the plurality of segments associated with a program, some segments of the plurality of segments having a keyword therein, a receiver comprising:

a tuner tuned to the broadcast channel, the tuner receiving the program guide data from the broadcast channel;

a memory storing a keyword table having the keyword therein; and

a processor coupled to the tuner and the memory, the processor programmed to compare each segment of the program guide data to the keyword table to determine which segments of the plurality of segments have the keyword therein, to link to the keyword to programs associated with the segments having the keyword therein and to display the keyword on a display screen.

11. The receiver of claim 10, wherein each program has an associated name and wherein the processor is further programmed to display on the display screen a list of names of programs associated with the segments having the keyword therein, when the keyword is selected on the display screen.

12. The receiver of claim 11, wherein the processor is further programmed to display on the display screen a program associated with a name from the list of names of programs when the name of that program is selected from the list of names of programs.

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13. The receiver of claim 11, wherein each program has associated program information and wherein the processor is further programmed to display program information associated with a program when the name of that program is selected from the list of names of programs.

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14. The receiver of claim 11, wherein the processor is further programmed to display the keyword in a highlighted fashion.

15. The receiver of claim 10, wherein the keyword comprises a name of an actor in a program.

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16. The receiver of claim 10, wherein the keyword comprises a category of programs.

17. The receiver of claim 10, wherein the keyword comprises a name of a director of a program.

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18. The receiver of claim 10, wherein the keyword table is stored in the memory by information sent of over the broadcast channel.

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19. A method for creating linking information from program guide data transmitted on a broadcast channel, the program guide data having a plurality of segments, each segment of the plurality of segments associated with a program, some segments of the plurality of segments having a keyword therein, the method comprising the steps of:

receiving the program guide data from the broadcast channel;
comparing the program guide data to a keyword table to determine which segments of the plurality of segments have the keyword therein;
linking the keyword to programs associated with the segments having the keyword therein; and
displaying the keywords contained in the program guide data on a display screen.

20. The method of claim 19, wherein each program has an associated name, the method further comprising the step of displaying on the display screen a list of names of programs associated with the segments having the keyword therein, when the keyword is selected on the display screen.

21. The method of claim 20, further comprising the step of displaying on the display screen a program associated with a name from the list of names of programs when the name of that program is selected from the list of names of programs.

22. The method of claim 20, wherein each program has associated program information, the method further comprising the step of displaying program information associated with a program when the name of that program is selected from the list of names of programs.

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23. The method of claim 20, further comprising the step of displaying the keyword in a highlighted fashion.

5 24. The method of claim 19, wherein the keyword comprises a name of an actor in a program.

25. The method of claim 19, wherein the keyword comprises a category of programs.

10 26. The method of claim 19, wherein the keyword comprises a name of a director of a program.

27. The method of claim 19, wherein the keyword table is stored in the memory by information sent of over the broadcast channel.

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